

## ABSTRACT OF THE DISCLOSURE

5 To dynamically embed information with a digital content taken into account a digital information embedding device includes an input block receiving an image, a feature value parsing block detecting a feature value of at least a partial area of the input image, and an information embedding block modifying the area, based on the detected feature value. A feature value detected can be referred to to modify an area. This allows a content of an image to be considered in embedding digital information.